



Your Voice

Monthly Omnibus Survey

Key results for November 2023

Summary

Methodology

Your Voice November 2023

Type: An omnibus, controlled-access online CFIB survey.

Active dates: November 2-20, 2023

Results: Based on responses from 3,265 CFIB members who are owners of Canadian independent businesses, from all sectors and regions of the country.

For comparison purposes, a probability samples with the same number of respondents would have a margin of error of +/-1.7%, 19 times out of 20.

Totals may not add up to 100% due to: 1) rounding, or; 2) respondents being able to select more than one answer choice.

Highlights featured in this report

Slides

Business plans

- More than half of small business owners (55%) plan for their business to stay about the same over the next 12 months; plans to scale down have increased by 4% since January 2023.

4-5

Confidence in provincial/territorial governments

- Only 1 in 4 business owners are confident that their provincial or territorial government has a vision that supports small business and entrepreneurship.

7

Taxation

- If governments reduced the overall burden of taxes and fees, businesses would be likely to use the savings to pay down their business debt (60%), increase employee compensation (57%) and expand their business (45%).
- The most harmful taxes and fees to small businesses' operations include payroll taxes (69%), insurance costs (65%), and provincial gas and fuel taxes (53%).

9-14

Government subsidies to big business

- Nearly 3 in 4 businesses do not support government funds being used to provide major subsidies to big businesses.

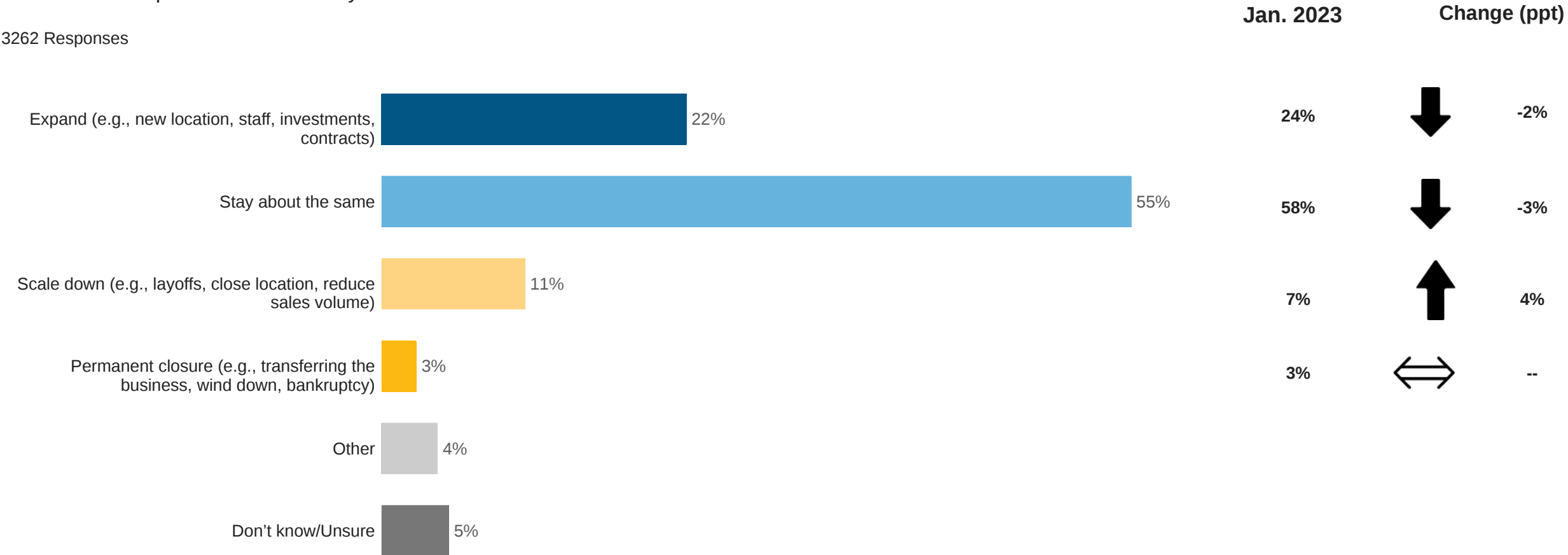
16-18

Business plans

More than half of small business owners (55%) plan for their business to stay about the same over the next 12 months; plans to scale down have increased by 4% since January 2023

Small business plans over the next year

3262 Responses



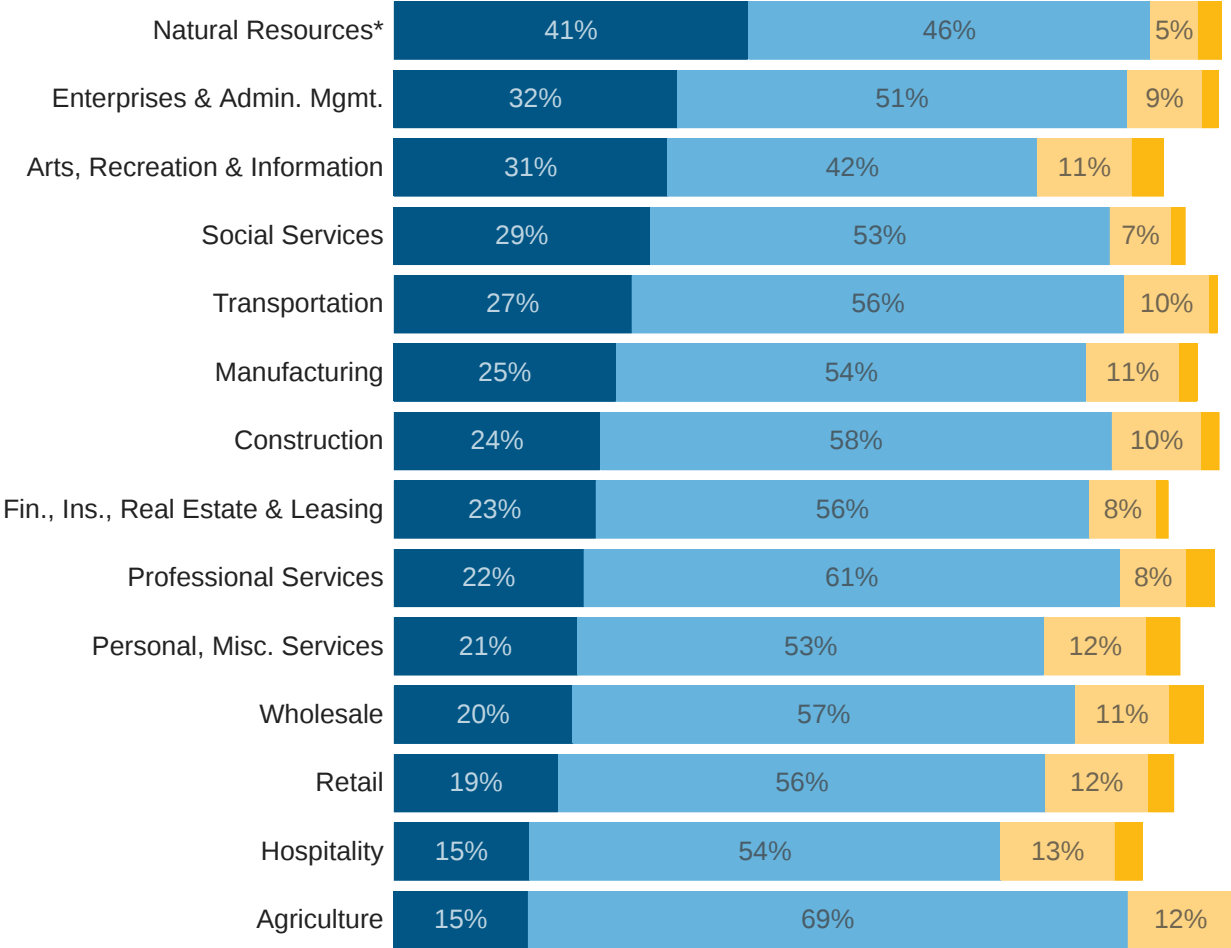
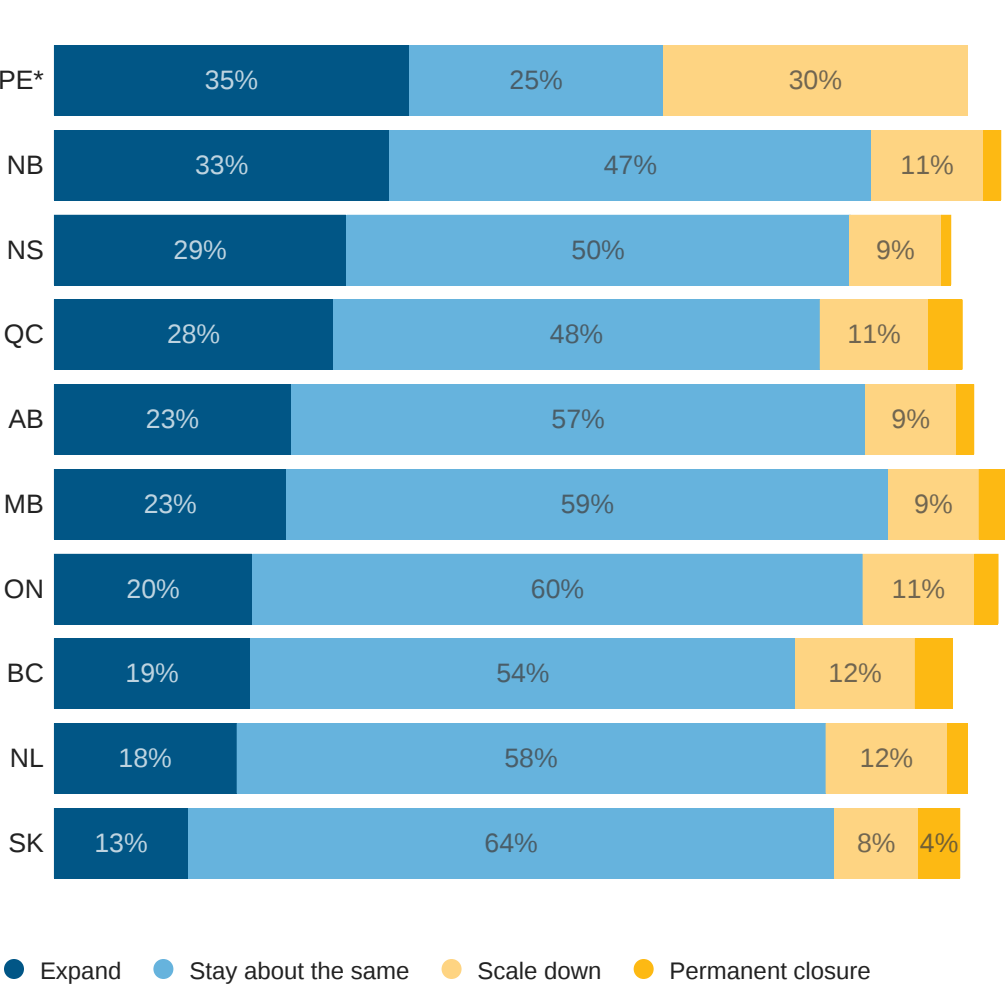
Source: CFIB, Your Voice – November 2023 survey, November 2-20, 2023.
 Question: "What are your business plans for the next 12 months?" (Select one)



Business plans over the next 12 months, by province and sector

(Ordered by Expand)

3262 Responses

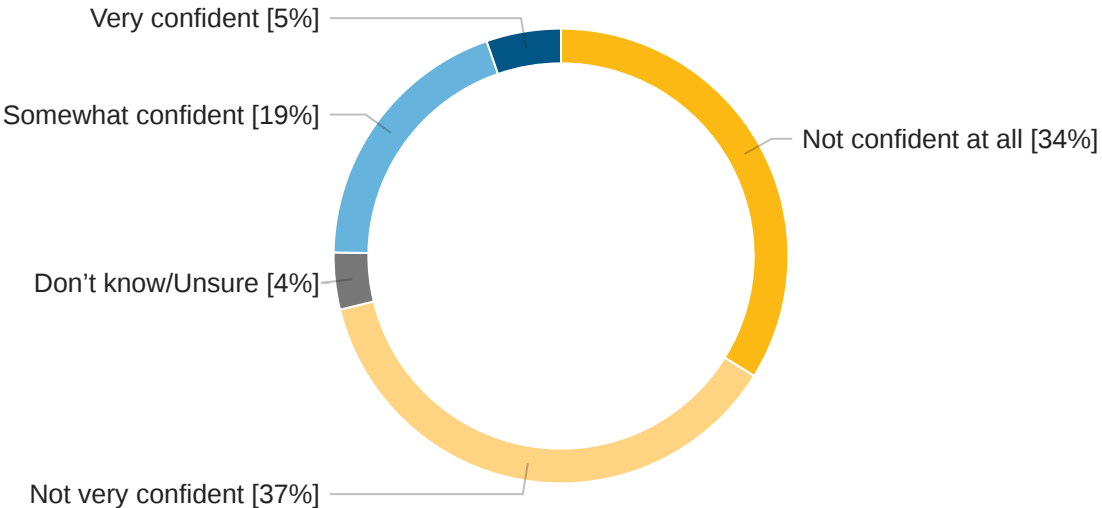


Source: CFIB, Your Voice – November 2023 survey, November 2-20, 2023.
 Question: "What are your business plans for the next 12 months?" (Select one)
 Note: *Small sample size (<40)

Confidence in provincial/territorial governments

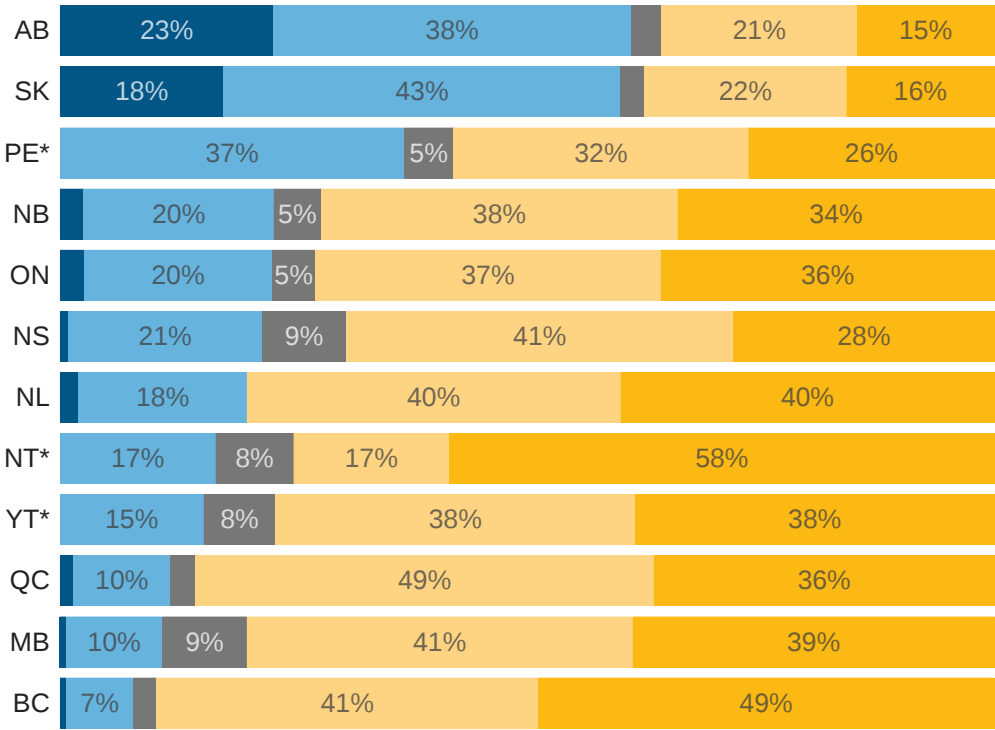
Only 1 in 4 business owners are confident that their provincial or territorial government has a vision that supports small business and entrepreneurship

3244 Responses



Business confidence in provincial/territorial government, by province (Ordered by NET Confident)

3244 Responses



Source: CFIB, Your Voice – November 2023 survey, November 2-20, 2023.

Question: "How confident are you that the [province/territory name] government has a vision that supports small business and entrepreneurship?" (Select one)

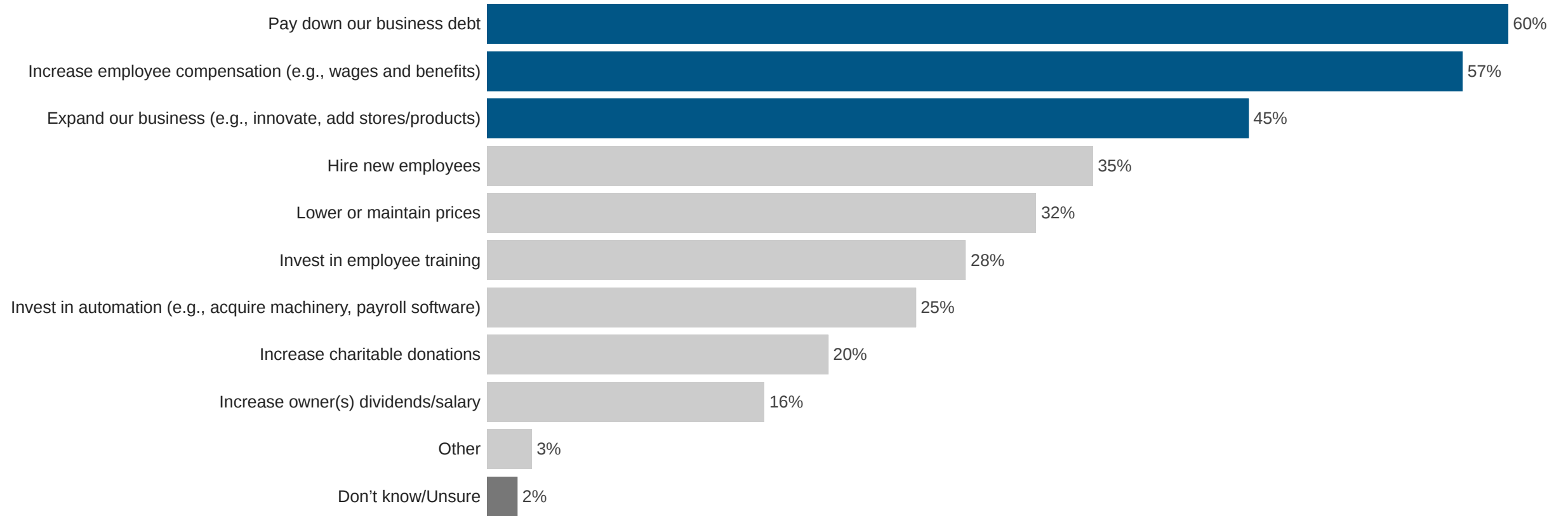
Note: *Small sample size (<40).



Taxation

If governments reduced the overall burden of taxes and fees, businesses would be likely to use the savings to pay down their business debt (60%), increase employee compensation (57%) and expand their business (45%)

3103 Responses



Source: CFIB, Your Voice – November 2023 survey, November 2-20, 2023.

Question: "If governments at any level were to reduce the overall burden of taxes and fees, what would your business do with the savings?" (Select one)

Top 3 actions businesses would take using savings generated from a reduction of the overall burden of taxes and fees, by province

Province	1	2	3
BC	Pay down business debt 61%	Increase employee compensation 58%	Expand business 43%
AB	Pay down business debt 63%	Increase employee compensation 56%	Expand business 44%
SK	Pay down business debt 66%	Increase employee compensation 57%	Expand business 41%
MB	Pay down business debt 57%	Increase employee compensation 52%	Expand business 44%
ON	Pay down business debt 59%	Increase employee compensation 58%	Expand business 45%
QC	Pay down business debt 59%	Increase employee compensation 56%	Expand business 49%
NB	Increase employee compensation 65%	Pay down business debt 61%	Hire new employees 45%
NS	Pay down business debt 66%	Increase employee compensation 58%	Expand business 40%
PE*	Increase employee compensation 58%	Pay down business debt 47%	Hire new employees 47%
NL	Pay down business debt 55%	Increase employee compensation 55%	Expand business 45%

Source: CFIB, Your Voice – November 2023 survey, November 2-20, 2023, n = 3,103.

Question: "If governments at any level were to reduce the overall burden of taxes and fees, what would your business do with the savings?" (Select one)

Top 3 actions businesses would take using savings generated from a reduction of the overall burden of taxes and fees, by sector

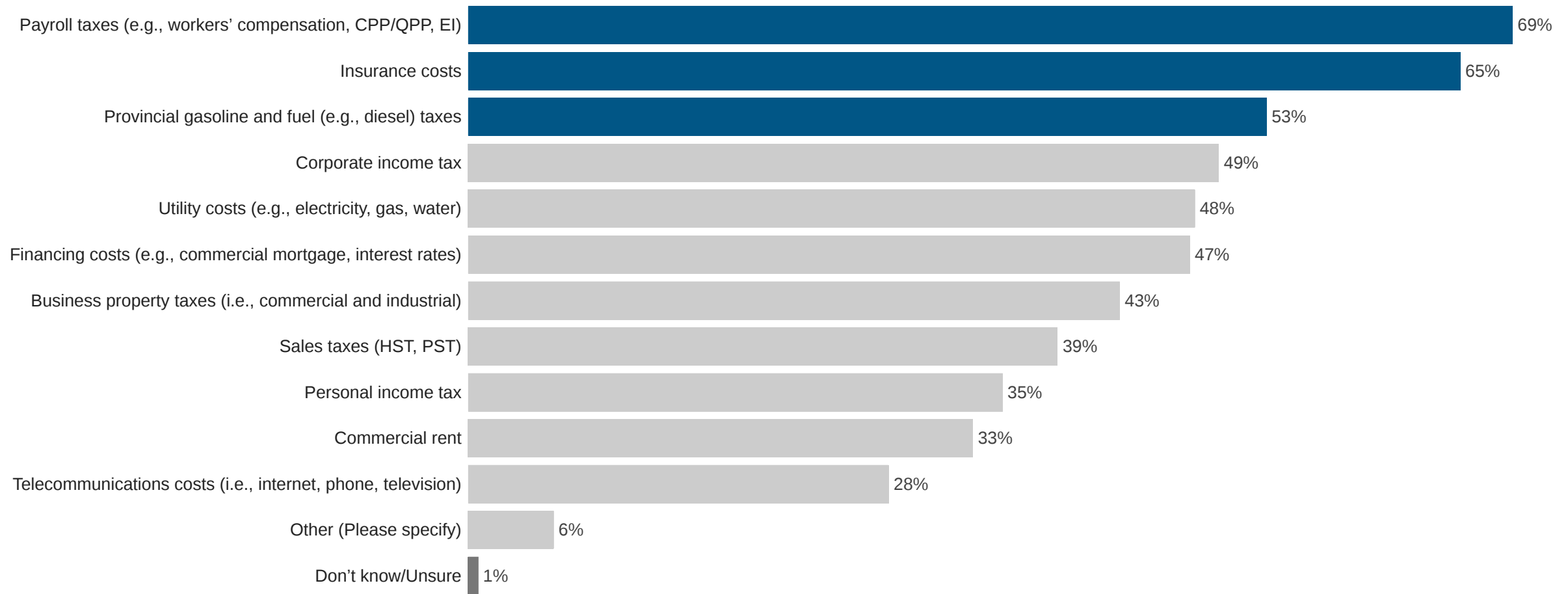
Sector	1	2	3
Agriculture	Pay down business debt 66%	Expand business 50%	Increase employee compensation 45%
Natural Resources*	Pay down business debt 67%	Increase employee compensation 58%	Expand business 50%
Construction	Increase employee compensation 62%	Pay down business debt 54%	Expand business 44%
Manufacturing	Increase employee compensation 59%	Expand business 55%	Pay down business debt 53%
Wholesale	Increase employee compensation 56%	Pay down business debt 46%	Expand business 40%
Retail	Pay down business debt 61%	Increase employee compensation 57%	Expand business 43%
Transportation	Increase employee compensation 62%	Pay down business debt 58%	Expand business 40%
Arts, Recreation and Information	Pay down business debt 74%	Expand business 53%	Increase employee compensation 51%
Finance, Insurance, etc.	Increase employee compensation 66%	Expand business 58%	Pay down business debt 49%
Professional Services	Increase employee compensation 58%	Pay down business debt 51%	Hire new employees 36%
Enterprises and Administration Management	Increase employee compensation 69%	Pay down business debt 57%	Expand business 49%
Social Services	Pay down business debt 65%	Increase employee compensation 55%	Expand business 37%
Hospitality	Pay down business debt 72%	Increase employee compensation 50%	Expand business 49%
Personal, Miscellaneous Services	Pay down business debt 66%	Increase employee compensation 57%	Hire new employees 37%

Source: CFIB, Your Voice – November 2023 survey, November 2-20, 2023, n = 3,103.

Question: "If governments at any level were to reduce the overall burden of taxes and fees, what would your business do with the savings?" (Select one)

The most harmful taxes and fees to small businesses' operations include payroll taxes (69%), insurance costs (65%), and provincial gas and fuel taxes (53%)

3083 Responses



Source: CFIB, Your Voice – November 2023 survey, November 2-20, 2023.

Question: "Which of the following taxes and costs are the most harmful to the operation of your business?" (Select all that apply)

Top 3 most harmful taxes and costs, by province

Province	1	2	3
BC	Payroll taxes 76%	Insurance costs 61%	Gasoline and fuel taxes 55%
AB	Utility costs 75%	Insurance costs 72%	Payroll taxes 71%
SK	Payroll taxes 75%	Insurance costs 66%	Utility costs 60%
MB	Payroll taxes 66%	Insurance costs 59%	Gasoline and fuel taxes 59%
ON	Payroll taxes 71%	Insurance costs 67%	Gasoline and fuel taxes 58%
QC	Insurance costs 61%	Payroll taxes 58%	Corporate income tax 55%
NB	Payroll taxes 74%	Insurance costs 68%	Gasoline and fuel taxes 64%
NS	Insurance costs 67%	Payroll taxes 66%	Gasoline and fuel taxes 63%
PE*	Payroll taxes 74%	Gasoline and fuel taxes 58%	Insurance costs 47%
NL	Insurance costs 81%	Gasoline and fuel taxes 75%	Payroll taxes 71%

Source: CFIB, Your Voice – November 2023 survey, November 2-20, 2023, n = 3,083.

Question: "Which of the following taxes and costs are the most harmful to the operation of your business?" (Select all that apply)

Top 3 most harmful taxes and costs, by sector

Sector	1	2	3
Agriculture	Gasoline and fuel taxes 71%	Insurance costs 69%	Payroll taxes 64%
Natural Resources*	Insurance costs 81%	Gasoline and fuel taxes 72%	Payroll taxes 61%
Construction	Gasoline and fuel taxes 74%	Insurance costs 72%	Payroll taxes 71%
Manufacturing	Payroll taxes 67%	Insurance costs 66%	Corporate income tax 54%
Wholesale	Payroll taxes 67%	Insurance costs 65%	Corporate income tax 56%
Retail	Payroll taxes 69%	Insurance costs 64%	Utility cost 52%
Transportation	Payroll taxes 74%	Insurance costs 74%	Gasoline and fuel taxes 66%
Arts, Recreation and Information	Payroll taxes 68%	Insurance costs 66%	Commercial rent 54%
Finance, Insurance, etc.	Payroll taxes 69%	Corporate income tax 54%	Financing costs 49%
Professional Services	Payroll taxes 67%	Insurance costs 58%	Corporate income tax 42%
Enterprises and Administration Management	Payroll taxes 72%	Insurance costs 63%	Gasoline and fuel taxes 60%
Social Services	Payroll taxes 62%	Insurance costs 49%	Financing costs 49%
Hospitality	Payroll taxes 74%	Insurance costs 72%	Utility cost 62%
Personal, Miscellaneous Services	Payroll taxes 71%	Insurance costs 70%	Utility cost 55%

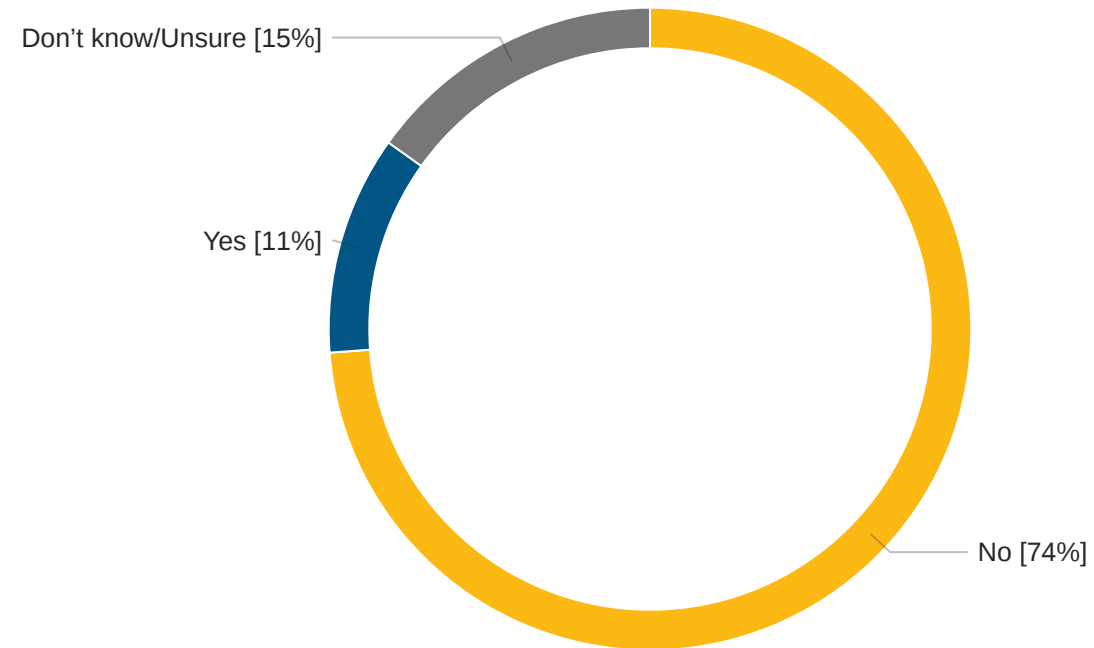
Source: CFIB, Your Voice – November 2023 survey, November 2-20, 2023, n = 3,083.

Question: "Which of the following taxes and costs are the most harmful to the operation of your business?" (Select all that apply)

Government subsidies to big business

Nearly 3 in 4 businesses do not support government funds being used to provide major subsidies to big businesses

2919 Responses



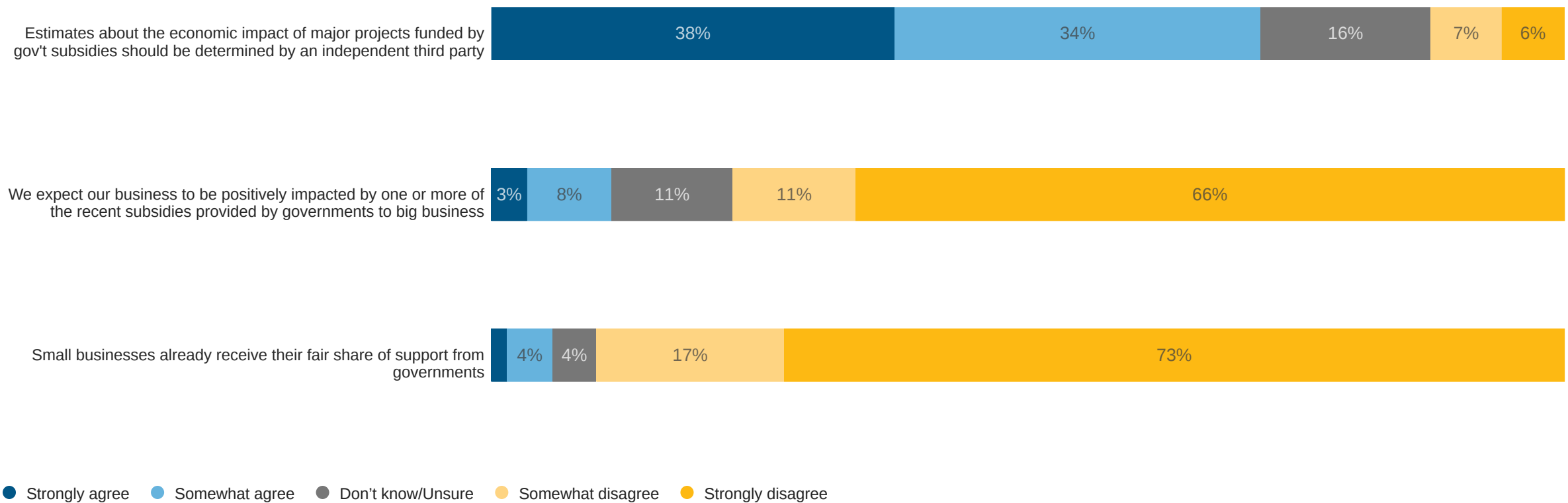
Source: CFIB, Your Voice – November 2023 survey, November 2-20, 2023.

Question: "Do you support the use of government funds for major subsidies to select big businesses?" (Select all that apply)

Small businesses do not expect to be positively impacted by recent subsidies to big business, demand an equitable share of support from governments and more transparency regarding the true economic impact of subsidized projects for big businesses

Business owner agreement with select statements on subsidies to big business

2905 Responses



Source: CFIB, Your Voice – November 2023 survey, November 2-20, 2023.

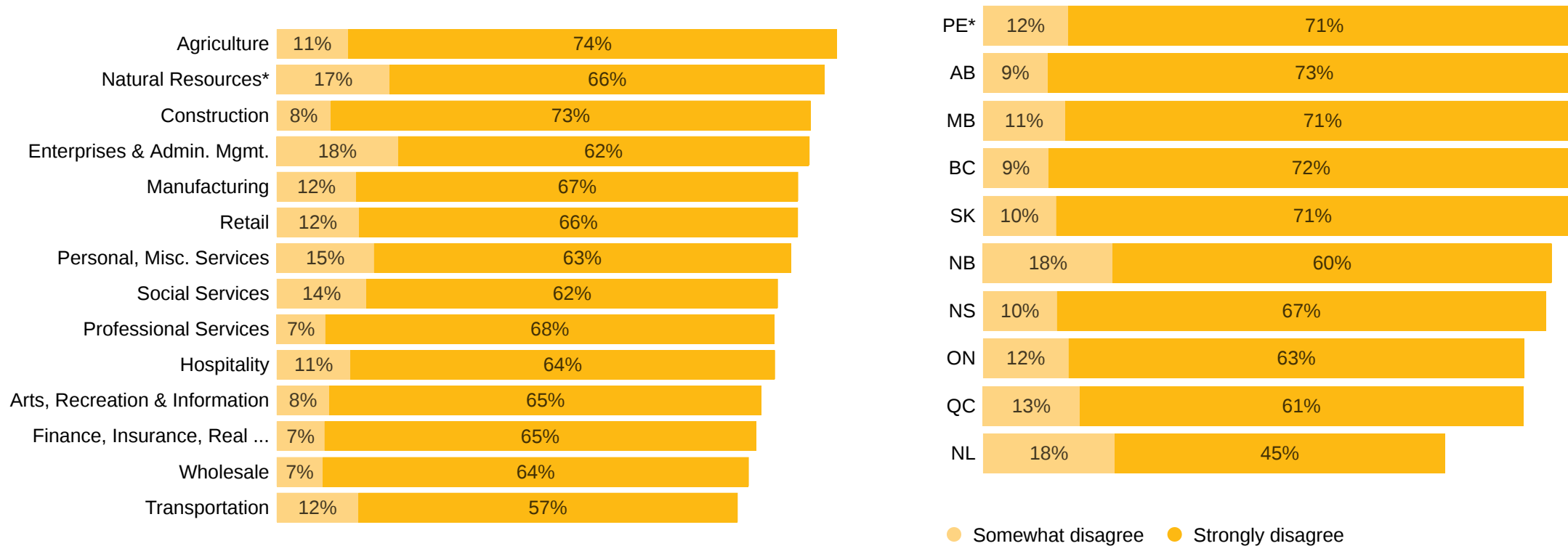
Question: "Please indicate the extent to which you agree or disagree with the following statements about government providing subsidies to select big businesses." (Select one for each line)



Businesses in Agriculture, Construction and Enterprises & Administration Management are least likely to expect positive impacts from one or more of the recent subsidies provided by governments to big business; generally most businesses do not expect positive impacts from recent big business subsidies (Ordered by NET Disagree)

Businesses owners who do not expect to be positively impacted by recent big business subsidies, by sector and province

2898 Responses



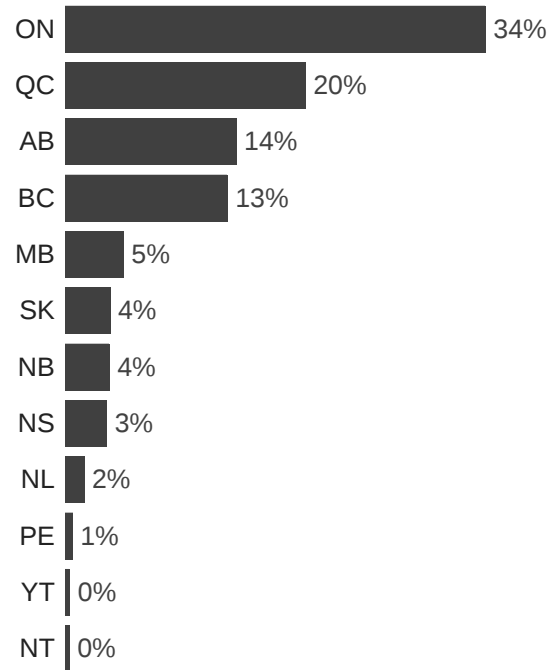
Source: CFIB, Your Voice – November 2023 survey, November 2-20, 2023.

Question: "Please indicate the extent to which you agree or disagree with the following statements about government providing subsidies to select big businesses: We expect our business to be positively impacted (e.g., increased sales, new contracts) by one or more of the recent subsidies provided by governments to big business (e.g., Stellantis-LG Energy Solution, Volkswagen, Northvolt)" (Select one for each line)

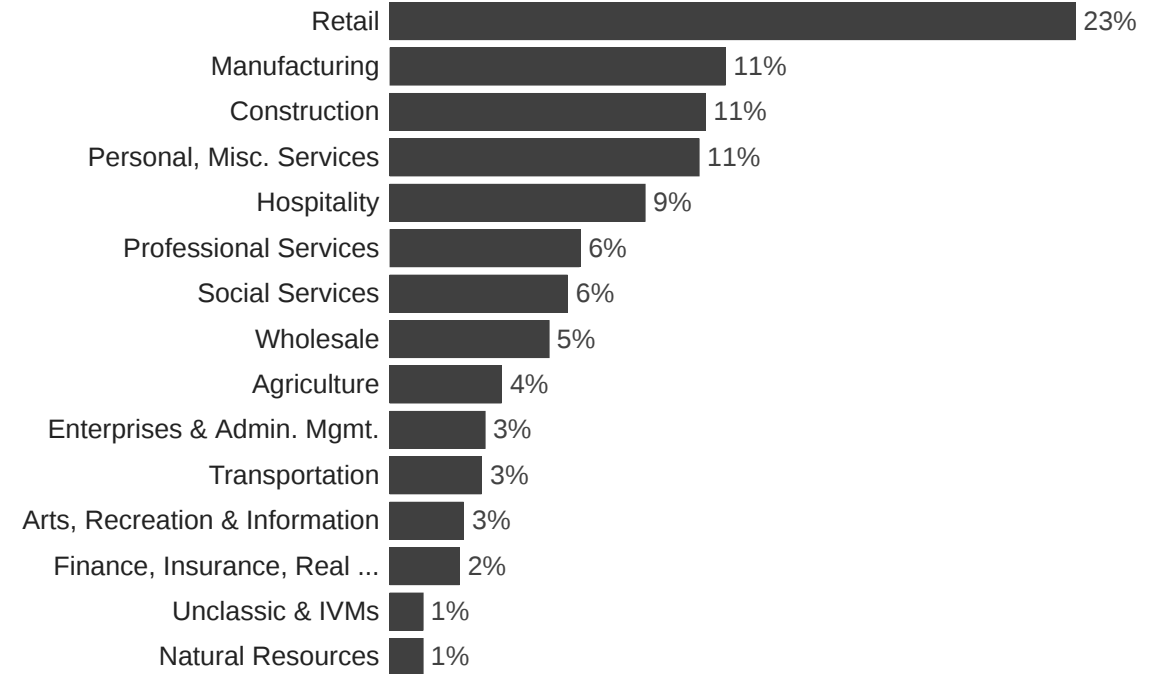
Respondent Profile

3,265 respondents

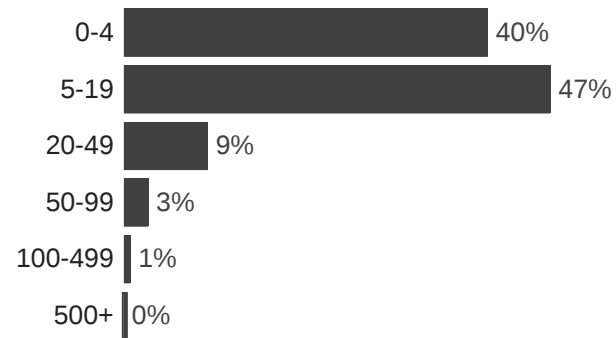
Province



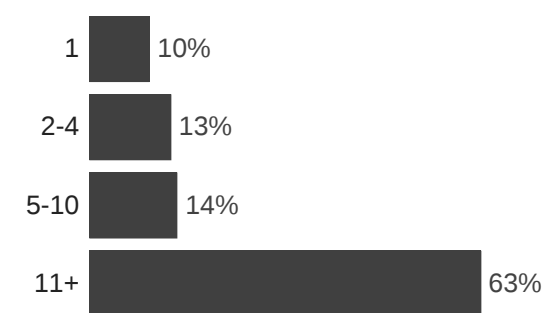
Sector



Business size



Age of business



Questions or data requests

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